



THE MILTON H. ERICKSON FOUNDATION PRESS

THE INDUCTION OF HYPNOSIS

AN ERICKSONIAN
ELICITATION APPROACH
by JEFFEY K. ZEIG, PHD

Offering an entirely new fundamental model of hypnosis from an Ericksonian perspective, this book is valuable to the beginning and intermediate practitioner who wants to add hypnotherapy into clinical practice. It provides a comprehensive genealogy (an Ericksonian family tree), testimony to Dr. Erickson's significant influence; deconstructs the key concepts of hypnosis; presents real-life cases, dispels myths; and demystifies the process of eliciting trance. It also compares and contrasts the traditional model of hypnosis with the Ericksonian model; delves into hypnotic evocative communication, "the language of hypnosis," and the ARE model of hypnotic induction; and distinguishes between the three aspects of human experience: emotion, moods, and "states," with "states" being the most operative in the elicitation of hypnosis, and effecting generative change.

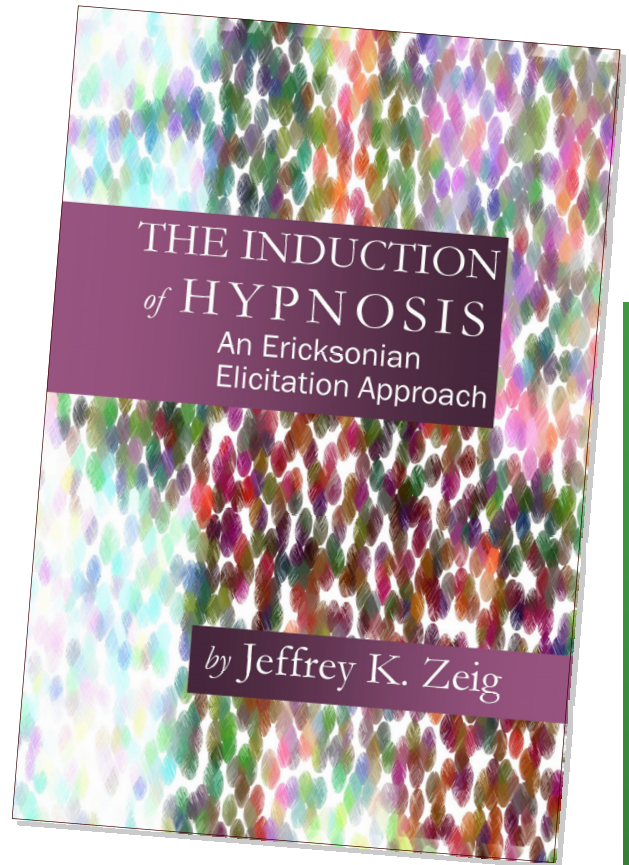
Milton Erickson's close association with hypnosis is well known.

In fact, it was merely one tool in his therapeutic arsenal, albeit a powerful one. This book presents my interpretations of some Ericksonian hypnotic methods and is primarily about hypnotic induction. It delves into the fundamentals of Ericksonian hypnosis, as I understand it. I posit hypnosis as a syndrome. It does not have to be seen as a unique entity, which is the common view among experts. Also, the term "induction" is a misnomer. Hypnosis is elicited, not induced. Because "induction" is commonly associated with hypnosis, I use the term, but when I write, "induction," think "elicitation." —*from the book*

Contents Include...

- Deconstructing Hypnosis (What is Hypnosis Anyway?)
- Milton H. Erickson and the Foundation That Bears His Name
- Tracking the Evolution of Erickson's
- "States"—The Geography of Change
- An Experiential Introduction: Salvador Dali Meets Milton H. Erickson
- The Traditional Model of Hypnosis
- The Phenomenological Orientation
- Hypnotic (Evocative Communication)
- An Ericksonian Model of Induction and Hypnosis
- The Language of Hypnosis: The Microdynamic Gift-Wrapping of Possibilities
- The ARE Model: Absorb, Ratify, Elicit

2014 / 285 pages / 6 x 9 / Paperbound
Illustrated / ISBN 978-1-932248-67-8 / \$27.95



coming soon!
eBook

www.EricksonFoundationStore.com